

What is Claimed is:

1. A method of presenting a electronic program guide, comprising:
receiving program guide data; and
presenting the program guide data as
5 program listings for a plurality of television programs such that at least one of the program listings include a graphical element for a corresponding one of the plurality of television programs.
2. The method of claim 1, wherein the graphical element is a logo for the corresponding one of the plurality of television programs.
3. The method of claim 1, wherein the graphical element is a celebrity image.
4. The method of claim 1, wherein the graphical element is an affiliation indicator.
5. The method of claim 4, wherein the affiliation indicator identifies a network affiliate.
6. The method of claim 4, wherein the affiliation indicator identifies a sports team affiliate.
7. The method of claim 4, wherein the affiliation indicator identifies a corporate affiliate.
8. The method of claim 4, wherein the affiliation indicator identifies an event affiliate.

9. The method of claim 4, wherein the affiliation indicator identifies a guide affiliate.

10. The method of claim 4, wherein the affiliation indicator identifies a sponsor.

11. The method of claim 1, further comprising presenting text information in at least one of the program listings.

12. The method of claim 1, further comprising presenting an informational icon in at least one of the program listings.

13. The method of claim 1, further comprising presenting an information tray with the program listings.

14. The method of claim 13, further comprising presenting a legend in the information tray.

15. The method of claim 13, further comprising presenting weather information in the information tray.

16. The method of claim 13, further comprising presenting news information in the information tray.

17. The method of claim 13, further comprising presenting an advertising element in the information tray.

18. The method of claim 1, further comprising presenting the program listings as buttons.

19. The method of claim 1, further comprising displaying a guide provider logo and presenting channel indicators which are similar in style to the guide provider logo.

20. The method of claim 1, further comprising displaying an advertisement within the program listings.

21. The method of claim 20, wherein the advertisement includes a logo for a television program.

22. The method of claim 20, wherein the advertisement includes a celebrity image.

23. The method of claim 20, wherein the advertisement includes an affiliation indicator.

24. The method of claim 1, further comprising displaying a promotion within the program listings.

25. The method of claim 24, wherein the promotion includes a logo for a television program.

26. The method of claim 24, wherein the promotion includes a celebrity image.

27. The method of claim 24, wherein the promotion includes an affiliation indicator.

28. The method of claim 1, wherein the electronic program guide is a passive television program guide.

29. The method of claim 1, wherein the electronic program guide is an interactive television program guide.

30. The method of claim 1, wherein the electronic program guide is an online television program guide.

31. The method of claim 1, wherein the program listings are organized in a grid.

32. The method of claim 1, wherein the program listings are organized in a list.

33. The method of claim 1, wherein the program listings are selectable.

34. A system for presenting a electronic program guide, comprising:

program guide provider equipment that receives program guide data; and

5 program guide display equipment that presents the program guide data as program listings for a plurality of television programs such that at least one of the program listings include a graphical element for a corresponding one of the plurality of television
10 programs.

35. The system of claim 34, wherein the graphical element is a logo for the corresponding one of the plurality of television programs.

36. The system of claim 34, wherein the graphical element is a celebrity image.

37. The system of claim 34, wherein the graphical element is an affiliation indicator.

38. The system of claim 37, wherein the affiliation indicator identifies a network affiliate.

39. The system of claim 37, wherein the affiliation indicator identifies a sports team affiliate.

40. The system of claim 37, wherein the affiliation indicator identifies a corporate affiliate.

41. The system of claim 37, wherein the affiliation indicator identifies an event affiliate.

42. The system of claim 37, wherein the affiliation indicator identifies a guide affiliate.

43. The system of claim 37, wherein the affiliation indicator identifies a sponsor.

44. The system of claim 34, wherein the program guide display equipment presents text information in at least one of the program listings.

45. The system of claim 34, wherein the program guide display equipment presents an informational icon in at least one of the program listings.

46. The system of claim 34, wherein the program guide display equipment presents an information tray with the program listings.

47. The system of claim 46, wherein the program guide display equipment presents a legend in the information tray.

48. The system of claim 46, wherein the program guide display equipment presents weather information in the information tray.

49. The system of claim 46, wherein the program guide display equipment presents news information in the information tray.

50. The system of claim 46, wherein the program guide display equipment presents an advertising element in the information tray.

51. The system of claim 34, wherein the program guide display equipment presents the program listings as buttons.

52. The system of claim 34, wherein the program guide display equipment displays a guide provider logo and presents channel indicators which are similar in style to the guide provider logo.

53. The system of claim 34, wherein the program guide display equipment displays an advertisement within the program listings.

54. The system of claim 53, wherein the advertisement includes a logo for a television program.

55. The system of claim 53, wherein the advertisement includes a celebrity image.

56. The system of claim 53, wherein the advertisement includes an affiliation indicator.

57. The system of claim 34, wherein the program guide display equipment displays a promotion within the program listings.

58. The system of claim 57, wherein the promotion includes a logo for a television program.

59. The system of claim 57, wherein the promotion includes a celebrity image.

60. The system of claim 57, wherein the promotion includes an affiliation indicator.

61. The system of claim 34, wherein the electronic program guide is a passive television program guide.

62. The system of claim 34, wherein the electronic program guide is an interactive television program guide.

63. The system of claim 34, wherein the electronic program guide is an online television program guide.

64. The system of claim 34, wherein the program listings are organized in a grid.

65. The system of claim 34, wherein the program listings are organized in a list.

66. The system of claim 34, wherein the program listings are selectable.